



102.7 FM THREE TRIPLE RRR THE TRIP ADVERTISING



TRIP MAGAZINE SPECIFICATIONS AND RATES

PUBLICATION

April Amnesty 2024 Edition

PUBLICATION DATE

Friday 22 March 2024

AD BOOKING DEADLINE

Friday 19 January 2024

AD ARTWORK DEADLINE

Friday 16 February 2024

TO ADVERTISE CONTACT:

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FULL PAGE + ENEWS/WEB AD

Trim (WxH)
220 x 210mm

3mm bleed (WxH)
226 x 216mm

Live type area (WxH)
204 x 194mm
8mm from trim

+

eNews/web banner

=

4 colour

FULL PAGE \$1,450 (plus GST)

OBC / IFC \$POA

Includes one week of banner advertising in eNews
(600px x 150px) **OR** on website (1070px x 180px)

HALF PAGE + WEB AD

100 x
194mm

No bleed
(WxH)

+

square
web ad

=

4 colour

\$860 (plus GST)

Includes one week of square advertising on website
(387px x 387px)

QUARTER PAGE + WEB AD

100 x
95mm

No bleed
(WxH)

+

square
web ad

=

4 colour

\$400 (plus GST)

Includes one week of square advertising on website
(387px x 387px)

STRIP AD

No bleed (WxH)
204 x 30mm

4 colour

\$250 (plus GST)

SUPPLY OF ADVERTISING MATERIAL (PC OR MAC)

PRINT

Material can be emailed as a PDF file created using the specifications described below:

- Fonts must be outlined or embedded
- Advertisements must be supplied with a colour laser proof at 100% of size.
- Before saving file as a PDF, ensure all images and spot colours are processed CMYK (not RGB, lab colour or indexed colour).
- Files to be supplied at a minimum of 300 DPI.

Placing files

Every file placed within postscript must be either a TIFF or an EPS (no JPEG or PICT) and be CMYK. Rotations should be exact for example 90 degrees, 180 degrees.

TIFF files should have no LZW compression.

Proofing

- A colour laser (composite proof) must be supplied with electronic file
- A colour laser must accompany any files which need to be resupplied
- Proofs must be sized at 100%

WEBSITE AND E-NEWS

- JPEG and GIF only (no EPS, PDF or Flash).
- Animated GIF will work for most browsers (except Outlook '07). As some users may see the animation, any pertinent information should be on the first slide.
- Resolution: min 72dpi.
- Supply relevant click-through link with artwork.

Advertisements not adhering to this specification will not be accepted.

Cancellation deadline is equivalent to booking deadline.
A full cancellation fee will apply after this date.

ACCEPTED MEDIA TRANSPORT

- Email catherineh@rrr.org.au